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AUTHOR	Flesch, Rudolf; Lass, A. H.
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ABSTRACT

This handbook, first published 50 years ago, is designed to teach individuals how to write more effectively. It offers step-by-step techniques and exercises to write simply, clearly, and correctly. New features in this edition of the handbook include contemporary examples, and guidelines for computer assisted research and writing and for non-biased writing. The many examples and exercises in the handbook guide the user/writer through the writing process: (1) getting started; (2) organizing ideas; (3) connecting ideas; (4) choosing the right tone; (5) making the meaning clear; (6) giving writing flair and punch; and (7) using correct grammar. (NKA)

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